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Digest

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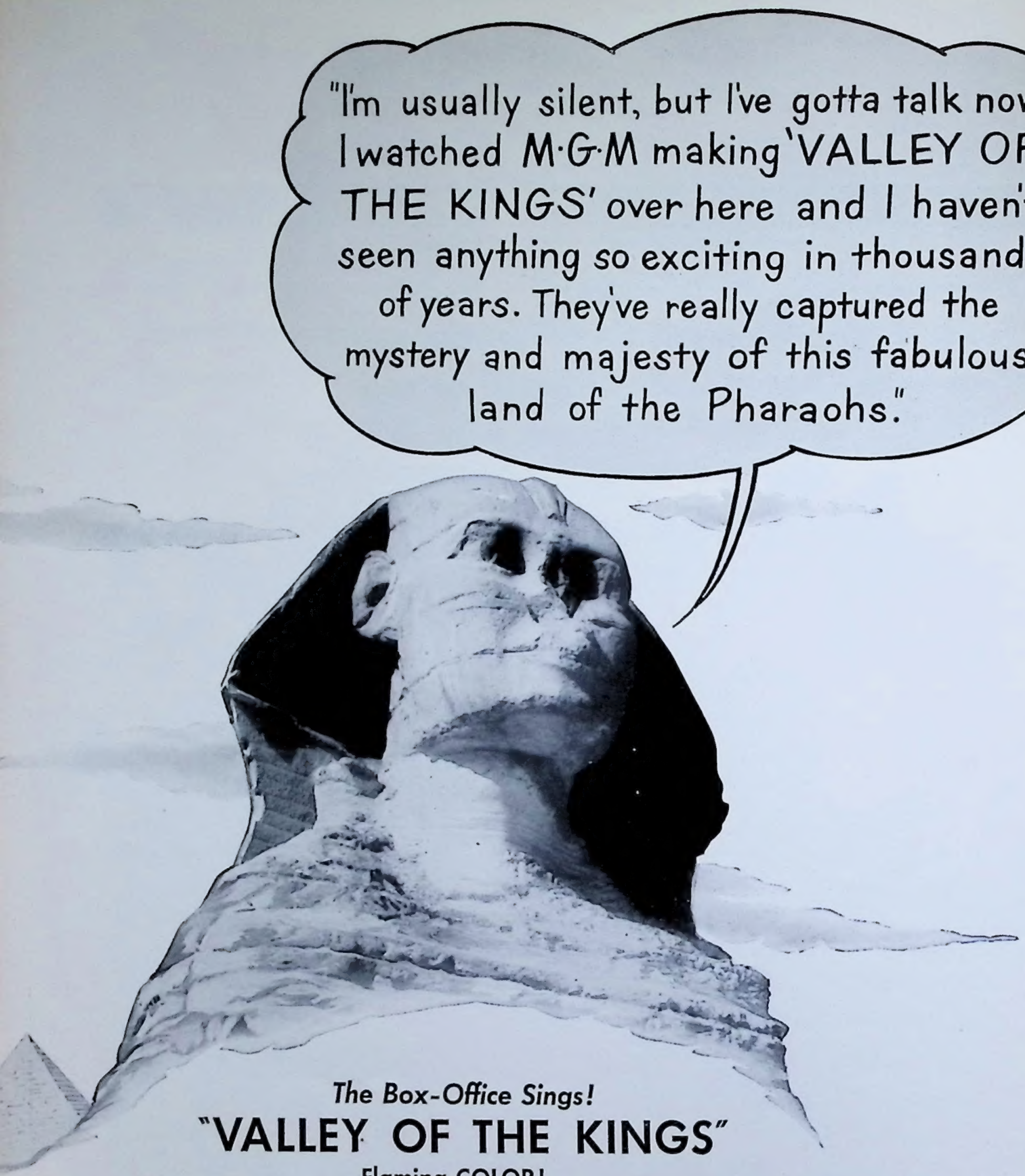
Jack Fitzgibbons, President, International Popcorn Assoc., Presided at Third Annual Canadian Regional Popcorn and Concession Conference

Participating in the Conference which was held at the King Edward Hotel, May 28, were, from left to right: J. J. Fitzgibbons, Jr., Theatre Confections Limited, President, International Popcorn Assoc.; J. V. Blevins, Blevins Popcorn Company, Nashville, Tennessee; Sydney Spiegel, Super Puff't Popcorn Co., Toronto; Thomas J. Sullivan, Executive Secretary, International Popcorn Association, Chicago, Ill.

The Kidnappers, a Noibandor-Parkyn Production starring Vincent Winter and Jon Whiteley, two youngsters, released by JARO is now in its seventh week at the Hyland and Christie, while Hobson's Choice, another Britisher is in its 11th week at the International Cinema.


"I'm usually silent, but I've gotta talk now. I watched M·G·M making 'VALLEY OF THE KINGS' over here and I haven't seen anything so exciting in thousands of years. They've really captured the mystery and majesty of this fabulous land of the Pharaohs."

The Box-Office Sings!

"VALLEY OF THE KINGS"

Flaming COLOR!

M-G-M's mighty production starring

ROBERT TAYLOR · ELEANOR PARKER

CARLOS THOMPSON

With

KURT KASZNAR · VICTOR JORY and SAMIA GAMAL

Written by **ROBERT PIROSH and KARL TUNBERG**

Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram

Photographed in EASTMAN COLOR

Print by TECHNICOLOR

Directed by **ROBERT PIROSH**

Ray Presents

LAST Monday, May 24th was a Holiday for Canadians, Queen Victoria's Birthday, and in this part of the country, at least, a beautiful long week-end for thousands of families, with the sun shining brightly, and the rain holding off until Monday night. This Monday, May 31, is being celebrated as Memorial Day in the U.S., and a long week-end has been enjoyed by millions of American families. For myself, however, Wednesday, May 26th, was a bigger holiday than the Queen's Birthday, Memorial Day, or even New Year's Eve; for on that day I returned home from a sojourn in the New Mt. Sinai Hospital. As it happened, the sun was shining on that day, also, but I am sure it shone brighter for me than for anyone else, at least so it seemed.

The new Mt. Sinai Hospital in Toronto is a magnificent structure, a credit to the community, and a tribute to the people of Toronto who contributed so generously to make it the most modern, in equipment and facilities, that money could buy. However, you can take my word for it, there IS no place like home, and am I ever glad to be there.

I would like to thank all those who were so kind to me, with flowers, cards, and good wishes, while I was in the hospital. I know that it was your prayers, with an assist by the doctors and medical science, that have started me back on the road to recovery, and I am very grateful.

IN a special 21-minute CinemaScope subject, Jack L. Warner, executive producer of Warner Bros., outlines the company's forthcoming productions and presents highlight sequences from several Warner Bros. pictures now on the way to Canadian theatre screens.

This production trailer which was screened for the trade throughout the United States on April 24th and was recently viewed by Canadian industry leaders in Toronto and Montreal, has met with such unanimous acclaim that Haskell Masters, general manager for Warner Bros. in Canada, has announced that this outstanding two-reeler will be made available to all Canadian exhibitors for showing to their patrons.

Stressing pre-sold value, Warner Bros. current production schedule is based largely on best-selling novels, long-run hit plays and widely-known classics.

Among the properties for which Mr. Warner revealed producer and director credits and, in some cases, cast names, were: "Helen of Troy," the Homeric spectacle narrating one of the first and best-known classic love stories being filmed in CinemaScope and WarnerColor, starring Rossana Podesta, fiery young Italian actress whose selection as the beauty whose face launched a thousand ships ended a year-long, two-continent search for the most beautiful woman in the world, and an array of international favorites including Jacques Sernas and Sir Cedric Hardwicke; "Land of the Pharoahs," being filmed in Egypt in WarnerColor with Howard Hawks producing and directing the original screenplay by Nobel-prize-winner William Faulkner, starring Jack Hawkins, voted England's number one boxoffice personality for 1953; "Dragnet" in WarnerColor, full-length screen story based on the award winning TV and radio program of the same name, starring Jack Webb who is directing the picture; "The Silver Chalice" in WarnerColor, adapted from Thomas B. Costain's classic novel, being produced and directed by Victor Saville with a cast of thousands including such stars as Jack Palance, Pier Angeli and Virginia Mayo; "Strange Lady In Town" in WarnerColor being produced and directed by Mervyn LeRoy, and starring Greer Garson and Dana Andrews; John Steinbeck's "East of Eden" in WarnerColor to be produced and directed by Elia Kazan and starring Julie Harris, James Dean and Raymond Massey; Edna Ferber's "Giant" being produced and directed by George Stevens in association with Henry Ginsberg; the Thomas Heggen all-time Broadway hit, "Mr. Roberts" in WarnerColor, starring Henry Fonda and James Cagney in the Leland Hayward production under the direction of John Ford, four times Academy Award winner; Andrew Geer's "The Sea Chase," starring John Wayne under John Farrow's direction; Charles Lindbergh's Pulitzer prize-winning "Spirit of St. Louis;" Gary Cooper as "Daniel Boone;" Tenessee Williams' "Mississippi Woman;" "Duel In The Jungle" in Technicolor, starring Dana Andrews and Jeanne Crain; "Daniel And The Woman of Babylon;" "Drumbeat," starring Alan Ladd and Audrey Dalton; "The Last Train West;" and Agnes Sligh Turnbull's "Gown of Glory."

THE film report offers sequences from "THE COMMAND," in WarnerColor, starring Guy Madison and Joan Weldon; "A STAR IS BORN," in Technicolor, starring Judy Garland and James Mason; "THE HIGH AND THE MIGHTY," in WarnerColor, starring John Wayne, Claire Trevor, Larraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton and David Brian; "KING RICHARD AND THE CRUSADERS" (formerly titled "THE TALISMAN" from the best-selling book of the same name) in WarnerColor, starring Rex Harrison, George Sanders and Virginia Mayo; "BATTLE CRY," in WarnerColor, starring Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone and Anne Francis; "LUCKY ME," in WarnerColor, starring Doris Day, Robert Cummings, Phil Silvers and Nancy Walker; and "RING OF FEAR," in WarnerColor, starring Clyde Beatty, Pat O'Brien, Mickey Spillane, and the entire Clyde Beatty circus.

The climax of this imposing film report is provided by Mr. Warner summing up and stating, this is a "blueprint of our thinking—the shape of things to come from our studio" and reiterating the theme that "great books, great plays and great stories make great motion pictures."

"THE scenes you have just witnessed from forthcoming productions, as well as the impressive list of story properties we have purchased for immediate production, are an indication of the continuous flow of motion pictures which you will receive from Warner Bros. We have shown you only glimpses of this program. Soon you will see these pictures in the full glory of color and CinemaScope.

"We have confidence in the future of motion pictures. Our program consists of the greatest effort we have ever undertaken. Yes, we have confidence, or we would not at this time be making the most important and the highest budgeted productions in the history of our company. It takes vision, experience, and huge investments to make a program like this come true. With these ambitious plans already underway, we here at the studios are looking forward to the brightest future that lies before all of us. And I don't mind telling you that we are excited about the future. I hope that our excitement is contagious, and that it has been conveyed to you in some degree.

"WE have shown you a glimpse of our future because it is your future, too. I know that you share with us our faith in motion pictures as the world's greatest entertainment. We shall continue to demonstrate this faith to you, to our industry, and to the public."

(*Continued on Page 11*)

Toronto and District

By BILL PRESS

The Church of Notre Dame de Bonsecours at Montebello, Que., was the scene of a pretty wedding when Miss Kathleen Elizabeth McEvenue was married to Kevin Joseph Fitzgibbons of London, twin son of Mr. and Mrs. J. J. Fitzgibbons, Toronto.

The bride is the daughter of Mr. and Mrs. St. Clair McEvenue of Toronto. Among the attendants were three brothers of the groom, Arthur Fitzgibbons, twin, who was best man, and John, Jr., and Eugene Fitzgibbons.

After the reception at the Seigniory Club, the newly-weds went to the Southern States for their honeymoon before taking up residence at London, Ont.

Many people secured a close-up of the new Paramount VistaVision process when a "demonstration" was presented in the Tabloid program of the CBC television network from Toronto with Dr. Charles Daily of the studio research department providing the data.

Final plans for the eighth annual benefit baseball game in aid of Variety Village were discussed at a general meeting of Toronto Tent No. 28 on May 25. Bert Brown, Dan Krendel, and Clare Appel were among those who gave stirring details.

The big night is June 11 when Toronto Maple Leafs take on the Buffalo Bisons at Maple Leaf Stadium.

After putting on its program at the Collegiate Auditorium, the Brantford Community Concerts Association announced that it will be glad to get back to its original home next season by returning to the Paramount Theatre "and its comfortable seats". W. Blondell is the co-operating theatre manager.

Brantford's new drive-in, "The Breezes", is operated by The Breezes Drive-In Theatre Limited, of which Allan Gazer is president, Max Gazer vice-president and Paul Abeles is secretary-treasurer.

The general contractors were Constellation Theatres Limited, 2487 Bloor Street West, Toronto, and equipment was supplied and installed by General Theatre Supply Co. Limited.

Partly because of the late spring and the installation of a 90-foot panoramic curved screen, the opening of the Lake Shore Drive-In at St. Catharines for its second season did not take place until May 22. The theatre is under the direction of M. W. Zahorchak.

Joe Franklin, well-known in Toronto and Ottawa theatre circles in past years, and his partner Peter Herschorn, have applied for a license to operate a private television station at Moncton, N.B. Their application, along with others, will be heard at a meeting of the Governors of the CBC June 18-19 at St. John's, NFLD.

Maritime News

HELEN CROWLEY

Mr. P. J. Dwyer of the 'Family' theatre, Halifax, N.S., is retiring after twenty-three years service with the Franklin-Herschorn Circuit and in future will be residing in the Annapolis Valley. Mr. Peter Herschorn presented Mr. Dwyer with a very substantial cheque from the company. Other gifts were handed him and his family. Mr. Dwyer has been secretary-treasurer of the Maritime Allied Exhibitors Association for several years, and supervisor for the Franklin-Herschorn interests in Halifax during recent years. His many friends in the Industry extend to Mr. Dwyer and his family best wishes for many happy years in retirement.

Mr. and Mrs. L. G. Babineau, Vogue Theatre, Chatham, New Brunswick (B & L Circuit) are spending some time in Ontario while attending their son's wedding. Mr. Maurice Ellman of the B & L Head Office will substitute as Manager of the 'Vogue' during Mr. Babineau's absence.

Mr. and Mrs. Maurice Ellman (B & L Head Office) were honored one evening this week at a reception being held at the El Belgrano Lodge—it was the occasion of their 25th wedding anniversary.

CinemaScope is being installed in the 'Paramount' Theatre at St. John's, Newfoundland. Mr. Duncan MacDonald of the General Theatre Supply Company will be flying to Newfoundland on June 2nd and the theatre is expected to open with "The Robe" on June 18th—this will mark the first CinemaScope installation in Newfoundland.

Mrs. Helen Nesbitt of the 'Star' theatre, Edmunston, N.B., is in Saint John this week attending the I.O.D.E. meetings.

A proposed drive-in theatre to be located on Manawagonish Road, Lancaster, is again on the shelf. Twice approved by the Town Planning Commission, erection of this drive-in theatre has been opposed by residents of this exclusive neighborhood and by theatre and drive-in theatre interests. The decision re this drive-in is now in the hands of the Board of Health and the Highways Board.

Mr. Gerry Chernoff, Branch Manager, for Twentieth-Century Fox Film Corporation visited Saint John last week.

Mr. Mortimer Bernstein is visiting Montreal on a combined business and pleasure trip.

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PERKINS Has It—
AND EVERYTHING ELSE

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ELECTRIC CO. LTD.

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Buffalo, N.Y.

"The Black Shield of Falworth" (left, above) will be Universal's first production in CinemaScope. Set for September release, it stars Tony Curtis and Janet Leigh, shown above, and is in color. Center photo, a scene from "Johnny Dark," in color by Technicolor, starring Tony Curtis, Piper Laurie and Sidney Blackmer. Right, above Donald O'Connor, Julia Adams, Lynn Bari and Chill Wills in "Francis Joins the WACS."

A. W. Perry Announces Empire-Universal Summer Release Schedule

Recognizing the varied requirements of the nation's exhibitors for all types of pictures, for all types of theatres, for all types of screens all through the year—to secure one kind of result—top boxoffice returns, *Empire-Universal* has set eight films for release during June, July, August and September, *A. W. Perry*, president and general sales manager, declared.

A ninth release in the four-month period will be the national re-release of "The Egg and I," the biggest domestic grossing film in the history of *Universal Pictures*. It was the forerunner of the successful "Ma and Pa Kettle" series.

The period will also mark the release of E-U's first *CinemaScope* production, "The Black Shield of Falworth," and the new production based on the Lloyd C. Douglas novel, "Magnificent Obsession." The latter film, in *Technicolor* starring *Jane Wyman, Rock Hudson* and *Barbara Rush*, is currently receiving the same advance promotional build-up as E-U's successful "The Glenn Miller Story."

Each of the nine pictures to be released during the four-month period is to receive a specially adapted promotional campaign designed to take advantage of the season of the year and to provide the greatest possible impact on the local level where the public makes its final entertainment selections, *Universal* asserts. The growing use of tie-ups and exploitation campaigns, which has been so successful in nationally launching E-U pictures will be stepped up. The re-release of "The Egg and I" will be marked by the same type of national promotional campaign which sparked the original release of the picture in 1947.

Detailing the month to month releasing plans of the company, *Perry* disclosed that the June pictures will be "Drums Across the River," a color by *Technicolor* Western, starring *Audie Murphy, Lisa Gaye, Lyle Bettger* and *Walter Brennan*, and "Black Horse Canyon," a second action film in color by *Technicolor* starring *Joel McCrea* and *Mari Blanchard*.

"The Egg and I" is set for national re-release in July.

"Johnny Dark," in color by *Technicolor* starring *Tony Curtis, Piper Laurie* and *Don Taylor*, will be released in July. With a sports racing car background this film is designed to provide both romance and thrills for the *Curtis-Laurie* fans. "Tanganyika," an adventure drama in color by *Technicolor* starring *Van Heflin, Ruth Roman* and *Howard Duff*, with a background of the African veldt, is the third July release.

August releases will be "Magnificent Obsession," a love story based on the novel by *Lloyd C. Douglas*, author of "The Robe," and "Francis Joins the Wacs," starring *Donald O'Connor, Julia Adams, Chill Wills* and *Mamie Van Doren*.

"The Black Shield of Falworth," in *CinemaScope* and color, starring *Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Torin Thatcher, Daniel O'Herlihy* and *Rhys Williams* is set for Septembfer release. It has been designed to provide exhibtors with a type of picture which best lends itself to the *CinemaScope* medium yet encompasses that general audience appeal, which has come to be characteristic of *Universal* product. "Dawn at Socorro," in color by *Technicolor*, starring *Rory Calhoun, Piper Laurie, David Brian* and *Kathleen Hughes*, also is set for September release.

All of E-U's pictures announced for release during the four-month period with the exception of "The Black Shield of Falworth" which is in *CinemaScope*, can be shown in all aspect ratios from normal to as high as two-to-one, *Perry* noted.

"Magnificent Obsession" will be one of Universal's major releases of the summer. Second photo from top shows Jane Wyman and Rock Hudson in a scene from the film, which is in color by Technicolor. Next photo: A scene from "Tanganyika," starring Van Heflin, Ruth Roman and Howard Duff, also in Technicolor. Next below: A scene from the popular "The Egg and I," slated for release in July. Bottom photo: "Dawn at Socorro," color by Technicolor, starring Rory Calhoun, Piper Laurie, David Brian.

JOAN'S GREATEST TRIUMP

You'll love Joan as the legendary woman known as Vienna...
...She was the Dancing Kid's girl and rode with Lonergan's bunch...
...Yet Johnny was her man, a roving troubador who looked naked in a lawless country without a six-gun!

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JOAN CRAWFORD

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"JOHNNY GUITAR"

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STERLING HAYDEN · SCOTT BRADY · MERCEDES McCAMBRIDGE

with BEN COOPER · ERNEST BORGNINE · WARD BOND · JOHN CARRADINE

Screen Play by PHILIP YORDAN · Based on the novel by ROY CHANSLOR

Associate Producer-Director **NICHOLAS RAY** · A REPUBLIC PICTURE

Printed in U.S.A.

Allied Artists Sign Huston To Contract

A new major source of product for the industry is assured with the announcement by *Steve Broidy*, President, *Allied Artists Pictures Corporation* that *John Huston*, famed creator of top hits and *Academy Award Winner* has been signed to an exclusive producer, director, writer, contract. *Broidy* revealed as well, that a contract is being drawn for producer, director, writer, services of *Billy Wilder*, who won three *Academy Awards*. Additionally negotiations with producer, director *William Wyler* are expected to be complete shortly. *Wyler* holds two *Academy Awards*.

First *Huston* Production to launch the new association is *Rudyard Kipling's* classic "The Man Who Would Be King."

Broidy stated that the deal was initiated by *Harold J. Mirisch*, vice-president of company who with *G. Ralph Branton* also an *Allied Artists* vice-president, were associated in financing and Western hemisphere distribution of Moulin Rouge a *John Huston Production*. *Broidy* said, "We are proud that these great creative talents who among them have won seven *Academy Awards* are aligning themselves with *Allied Artists*. The public is seeking outstanding pictures such as made by these three who represent the kind of boxoffice man power sought by every major company. As a result of the progress during the past three years in our production operation under the guidance of *Walter Mirisch*, Executive Producer, we are now able to take on this new operation.

"Addition of these new important pictures is a logical development of the advancement we have made in distribution and production during this period. We will augment the *Huston* and anticipated *Wilder* and *Wyler* pictures with a greatly expanded high caliber production program. Superimposing the grossing potential of this new product upon the profitable production and distribution performance of *Allied Artists* can only result in our opinion in further progress for the company and assurance of a major contribution to outstanding entertainment on the theatre screens throughout the world".

VANCOUVER NEWS

By JACK DROY

Neither Charlie Doctor, this year's winner of the Quigley Award, nor Ivan Ackery, Orpheum manager, last year's winner, will have another chance to win the movie industry's top prize for outstanding promotion. The lads are too good, and after all Quigley wants some new winners, so exhibitors get busy you now have a chance.

Al Margolin of the Walt Disney organization was here working on publicity for "Living Desert" with Strand manager Dick Letts, and with Orpheum's Ivan Ackery on "Rob Roy". Both pictures opened on May 24th.

Herb Stevenson, Prince George theatre owner back from a four month world tour.

Famous Players theatre managers, promoted a movie and stage show Sunday midnight at Wally Hopp's International-Cinema, proceeds in aid of the Vancouver Boys Club.

J. D. McCaughey, former manager of Benograph is now factory representative for B.C. and Alberta, for Bell & Howell of Canada. He will headquarter in Vancouver.

Ivan Ackery an Englishman is going Scotch for a week, will wear kilts and go on a Scotch diet (liquid) for the engagement of "Rob Roy". Ivan said Bagpipes will be checked in the outer lobby.

The Belmont ozoner being built by a company headed by Attorney-General Maynard of the Alberta Government near Edmonton, Alta., will open in June. It will hold 500 cars. Equipment is being installed by Perkins Electric Vancouver office.

Frank Goddard, Canada's oldest doorman now over 80 is hospitalized for surgery, he is a veteran of the South African war; replaced at the Odeon Vogue by Byron Briton.

Victor Tombs is in charge of the Capitol for the next six weeks while Manager Charles Doctor will be away in the Eastern U.S., to pick up his Quigley Award.

George Thrift, secretary of local 348 projectionist union was appointed a delegate to the National Convention.

Prairie News

BRUCE PEACOCK

New regulations for theatres and public halls, including a provision against drive-in theatres being built within two miles of each other, have been announced by the Saskatchewan department of Labor.

Better heating systems will be required in theatres and halls, particularly those being built or renovated.

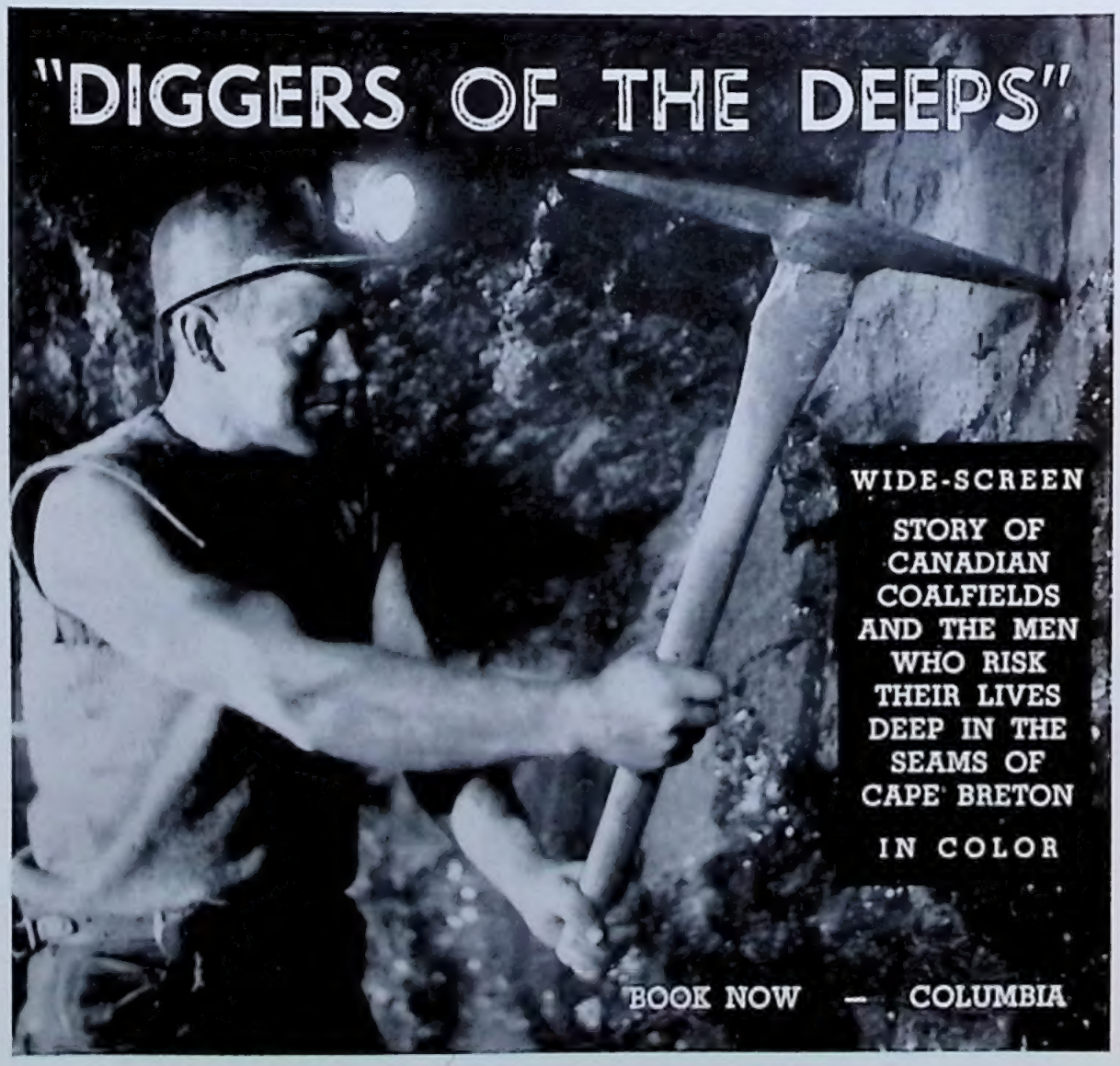
Changes have been made in the grading of operators. First class operators may run any projection equipment, second class operators may run equipment in towns, villages or hamlets in theatres with 500 seats or less and third class operators may operate equipment using incandescent lighting only.

Operators 65 years of age and over must produce an annual certificate of medical fitness.

All licenses for theatres and public halls must now be paid on a yearly basis, except where the theatre is in a village or hamlet. Formerly quarterly licenses were issued.

The new regulations also call for an annual report by owners and managers instead of the quarterly reports previously required.

The theatre at Theodore, Sask., has been purchased for $25,000 by Leon Wasilishen, former poolroom operator at Wynyard. The theatre, with a capacity of 280, was owned by N. Butchko, of Ituna, who also owns a theatre in that town.


"DIGGERS OF THE DEEPS"
WIDE-SCREEN
STORY OF CANADIAN COALFIELDS AND THE MEN WHO RISK THEIR LIVES DEEP IN THE SEAMS OF CAPE BRETON
IN COLOR
BOOK NOW — COLUMBIA

COST OF INSTALLING CINEMASCOPE COMPLETE WITH STEREOPHONIC SOUND

PERKINS ELECTRIC:

Screen — R.C.A. Dynalite Screen (seams not visible) $1.75 per square foot. Screen 25 x 12 would be $525.00.

Sound — Complete Ballantyne four channels Stereophonic Sound System completely installed $4,993.00.

Auditorium Stage Speakers — four No. 12 auditorium surround speakers at $70.00 each ($280.00); one SX-49 Amplifier, speaker, selecter control panel $74.60.

Lenses — one pair of Anamorphic lenses complete with the necessary supporting brackets $1,450.00 (List Price).

Complete kits of projector mechanism, sound head sprockets and CinemaScope size Aperture plates, one for each machine $45.00—($90.00).

Installation Supervision—$500.00.

Total Cost Including Installation — $7,912.60.

Guarantees installations within 8 weeks of order.

DOMINION SOUND:

Screen—Astrolite Screen (30% more light) $2.30 per square foot. Screen 25 x 12 would be $690.00.

Sound—$5,533.00 (800 seats or less) completely installed including auditorium speakers.

Lenses — $1,425.00 per pair (List Price).

Miscellaneous — (Aperture plates, adjusting sprockets) approximately $250.00.

Total Cost Including Installation — $7,898.00.

Guarantees installations within three weeks of order.

GENERAL THEATRES:

Screen — Walker Seamless Screen — $1.65 per square foot. Screen 25 x 12 would be $495.00.

Sound—Simplex Stereophonic Sound $4,387.00 (800 seats or less). Each additional auditorium speaker $37.30 (4 speakers at $37.50—$149.20).

Lenses—$1425.00 a pair (List Price).

Supervisor for wiring of Stereophonic Sound $300.00. Magazines, projectors, sound head kits and adapters—$375.00; new splicer (for CinemaScope film) $72.90.

Total Cost Including Installation — $7,432.10 (without local electrical contractor). **(The above prices were quoted last week, and are subject to change.)**

PEPSI-COLA CONTEST

Lloyd Taylor, supervisor of Famous Players Drive-Ins, has effected a *Pepsi-Cola* Bicycle Contest at the various units which will continue until June 26. Purchasers of *Pepsi-Cola* at the snack bar receive a coupon which will figure in a draw at each theatre for a bicycle and many other prizes.

NOW

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Chatter . . .
that could matter!

By MAX CHIC

Dominion Sound are the exclusive Canadian Distributors of the *Panavision Super Panatar* variable lens . . . rumors have it that the *Superscope* lens will go exclusive to a firm not in the equipment business . . . Chief Barker *Billy Summerville, Jr., Variety Club, Tent 28* and his Canvassmen hosted Press and Radio at Variety Club last Wednesday.

Dale Robertson, 20th-Fox's Ambassador of Good Will visiting Toronto, brought back memories of *Marilyn Monroe* and the premiere of "Niagara" . . . *Dale* will be seen on Canadian screens in *UA's* "Sitting Bull", *RKO's* "Son of Sinbad" and *Fox's* "Gambler of Natchez", shortly . . . next to films, horse racing is his favorite subject . . . discovered via *Dale*, that the *TV* clause in film star contracts has been in, since 1926.

Irving Herman, Warner Bros. and "Them" gave us a sleepless night last Monday . . . *Dr. Urquhart*, University of Toronto, insect specialist, didn't help to calm our shattered nerves with his explanations . . . also saw "Dial M For Murder" and will keep away from Dial telephones for quite some time . . . *Hitchcock* is so convincing . . .!

Overheard at the Popcorn Assoc. meet last week . . . $500 million in popcorn sales last year in the US . . . target this year $1 billion . . . Popcorn can be popped in any shape or form . . . even the Irish way, as a Shamrock. . . . *Tom Moran*, at same meet, informed us that ice-cream was first made in China, and brought to Europe by Marco Polo . . . this year, Canadians will consume 2 gallons of ice-cream each . . . thanks *Jack Fitzgibbons*, for a very interesting day at your Popcorn jamboree.

New York's Great White Way went dark last Monday, to dramatize the protest of the entertainment industry against a 5% amusement tax adopted last week. . . . In Ontario, two committees came into being last week, both working for tax relief for the film industry . . . the Ontario Theatres Committee For Admission Tax Relief, chairman *Lionel Lester* and *Dick Main, Rube Bolstad, Billy Summerville, Chris Salmon, Angus Jewel* and *Jack McCulloch*, and for *Allied Theatres, Ben Friedman, Fred Fink, Al Daniels, William Friedman, Joseph Stern, Ben Schachter* and *M. Rittenberg.*

Bert Wilkes, showing everybody his bruises, acquired while square-dancing at the Golden Mile Plaza . . . *George Altman* making a man of his son on June 5th . . . *Charles Chaplin* visited Montreal last week and still talking about Canada's showing in *UA's* 35th Anniversary Drive . . . *Arthur Sil-*

(Continued on Page 11)

TRADE *headlines*

L. J. Schlaifer, veteran industry sales executive will join United Artists as special representative, it was announced by B. G. Kranze, general sales manager for UA.

●

Hal Makelim has signed approximately 1,600 contracts for his future productions. Negotiations are now under way to sign American Broadcasting-Paramount Theatres.

●

Famous Players Canadian Corp. declared a common stock dividend of 37½ cents for the quarter ending June 30, payable June 25 to shareholders of record on June 10.

●

A new all-purpose anamorphic print and lens modifier was demonstrated with scenes from RKO's "The Silver Lode" by the Tushinsky Brothers in Hollywood last week. Joseph Tushinsky also disclosed that tests have been successfully concluded transferring Cinerama's three prints by the Superscope system to a single 35 mm. print, that can be used on standard projectors.

●

Jack Fitzgibbons, President of the International Popcorn Assoc., announced last week in Toronto that the IPA would join TESMA, TEDA and TOA in the forthcoming Trade Show at the Conrad Hilton Hotel in Chicago, Oct. 31 - Nov. 4. All four groups will hold their conventions at the same time.

●

Producer Bert E. Friedlob and writer Casey Robinson announced the formation of a company which will produce eight features. Distribution plans have as yet not been announced. The first film will start shooting in October.

●

MGM releasing schedule calls for 45 single reel shorts in 12 month period starting this coming September.

●

Variety Club, Tent 28, Toronto, Annual Benefit Baseball game at Maple Leaf Stadium, June 11th, predicted as the greatest ever.

●

CBWT Winnipeg, made its first telecast last Monday night. It will cover a radius of from 50 to 80 miles.

●

That darling MGM Lili (Leslie Caron) is in her 65th week at the Trans-Lux Theatre, 52nd St., New York!

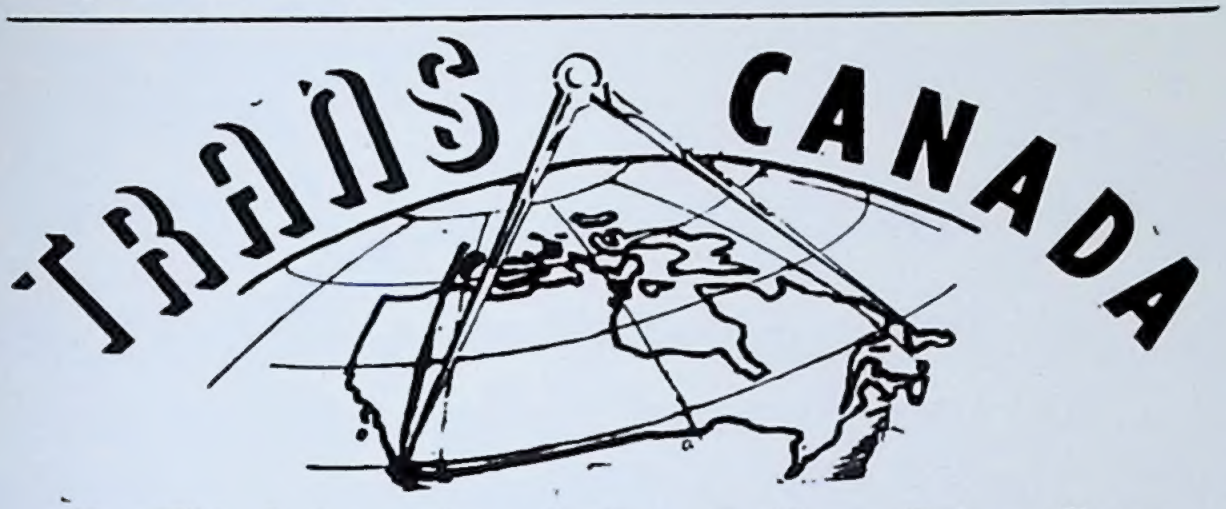
●

Danny Kaye, Paramount's Knock On Wood, in 8th week at the Capitol, New York.

CAPITAL STORY

By BILL McLAUGHLIN

The Rexy, first of two theatres built by the late P. J. Nolan and located on Somerset Street West, at the corner of Lorne Avenue, has been closed and is now being used as an auction centre and display department for antique household goods. One of three owned and operated by the Nolan Theatre Enterprises until the death of its founder, the Rexy remained open to the public in recent years under the management of Maryan N. Roy, daughter of the well-known exhibitor and former mayor of Ottawa.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second week. River Of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.
SHEA'S
Carnival Story (RKO) Technicolor with Anne Baxter.
UNIVERSITY & EGLINTON
Saadia (MGM) Technicolor with Mel Ferrer.
NORTOWN
The Naked Jungle (Para.) Technicolor with Charlton Heston.
ODEON-CARLTON
Salome (Col.) Technicolor with Rita Hayworth.
UPTOWN
Flame And The Flesh (MGM) Technicolor with Lana Turner.
LOEW'S
Second week. Executive Suite (MGM) with William Holden.
TOWNE CINEMA
Tenth week. The Living Desert (RKO) Technicolor.
INTERNATIONAL CINEMA
Thirteenth week. Hobson's Choice (IFD) with Charles Laughton.
DOWNTOWN
Those Redheads From Seattle (Para.) Technicolor and El Alamein (Col.).
HYLAND & CHRISTIE
Seventh week. The Kidnappers (JARO) with Vincent Winter.

MONTREAL

PALACE
Third week. Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.
LOEW'S
Second week. Elephant Walk (Para.) Technicolor with Elizabeth Taylor.
PRINCESS
Shane (Para.) Technicolor with Alan Ladd.
CAPITOL
Act of Love (UA) with Kirk Douglas.
IMPERIAL
Gypsy Colt (MGM) Color with Ward Bond.
ORPHEUM
Fighter Attack (AA) Color and Jennifer (AA).
KENT
Eighth week. The Kidnappers (JARO) with Vincent Winter.
AVENUE
Fourth week. The Maggie (JARO) with Paul Douglas.
SEVILLE-SNOWDON-STRAND-OUTREMONT
Laughing Anne (E-U) Technicolor and The Outcast (E-U) Trucolor.
ALOUETTE
Violence Charnelle.

WINNIPEG

CAPITOL
Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.
LYCEUM
Saadia (MGM) Technicolor with Mel Ferrer.
MET
Red Garters (Para.) Technicolor with Rosemary Clooney.
ODEON
Fifth week. The Kidnappers (JARO) with Vincent Winter.
GARRICK
The Wild One (Col.) with Marlon Brando.
DOMINION
Beachhead (UA) Technicolor with Tony Curtis.
OSBOURNE
The Reluctant Casanova (IFD) Technicolor with George Cole.

VANCOUVER

CAPITOL
Executive Suite (MGM) with William Holden.
ORPHEUM
Second week. Rob Roy (RKO) Technicolor with Richard Todd.
STRAND
Second week. The Living Desert (RKO) Technicolor.
STUDIO
Sixth week. Hobson's Choice (IFD) with Charles Laughton.
VOGUE
Second week. Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.
FRASER & DUNBAR
Fourth week. The Kidnappers (JARO) with Vincent Winter.
PLAZA & PARK
Second week. It Should Happen To You (Col.) with Judy Holliday.
INTERNATIONAL CINEMA
The Diamond Queen (WB) Color and Wide Boy (Alliance).

CALGARY

CAPITOL
Rose Marie (MGM) CinemaScope and Color with Ann Blyth.
PALACE
Saadia (MGM) Technicolor with Mel Ferrer.
GRAND
Lucky Me (WB) CinemaScope and WarnerColor with Doris Day.
UPTOWN
Second week. The Kidnappers (JARO) with Vincent Winter.
STRAND
Alaska Seas (Para.) and Cease Fire (Para.).

SAINT JOHN

PARAMOUNT
River Of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.
CAPITOL
Gypsy Colt (MGM) Color with Ward Bond.
STRAND
The Maggie (JARO) with Paul Douglas.
KENT
Fighter Attack (AA) Color and Texas Bad Man (AA).

First court action involving a local theatre in some years is now before the present sitting of the Supreme Court of Ontario. Samuel G. Macy, Ottawa real estate broker, claims that he suffered injury on July 4, 1951 when he fell into an open ground level basement shaft behind the Odeon Theatre. Mr. Macy's damage claim states that he was going through the alley at the rear of the theatre to reach his car on a Laurier Avenue parking lot. The case is continuing before Mr. Justice Spence.

Talking about lawful holidays reminds me to pass on the information that Dominion Day will be celebrated on Thursday, July 1. This is according to a State Department official, who was commenting on unpublished reports that Canada's national holiday this year would be observed July 5. A recent act of Parliament provided for celebration of Victoria Day on the Monday immediately preceding May 25. This act does not affect any other holidays.

Chatter . . .

(*Continued from Page 10*)

verstone, we HEARD, was in town this week, fully recovered from his throat operation . . . *Chet Friedman*, has an Industry-wide public relations plan, that exhibitors and distributors should question him about.

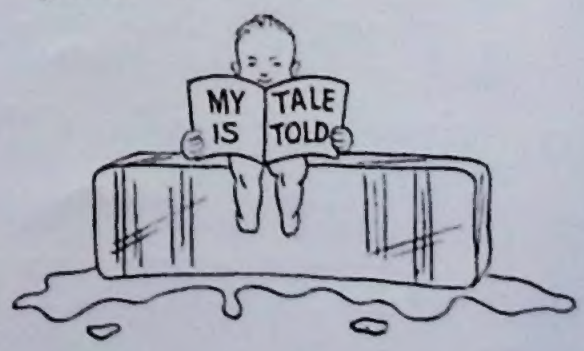
Event of the Week . . . Variety Village Open House last Thursday, an ever refreshing experience. Learnt that over 2,000 people have visited the school, from as far away as Ethiopia and South Africa. Convinced after my visit and seeing the students in their own bailiwick, that rumored plan, for Variety Village Annual Graduation ceremonies, being held at the Village, is one rumor that should be encouraged, and confirmed.

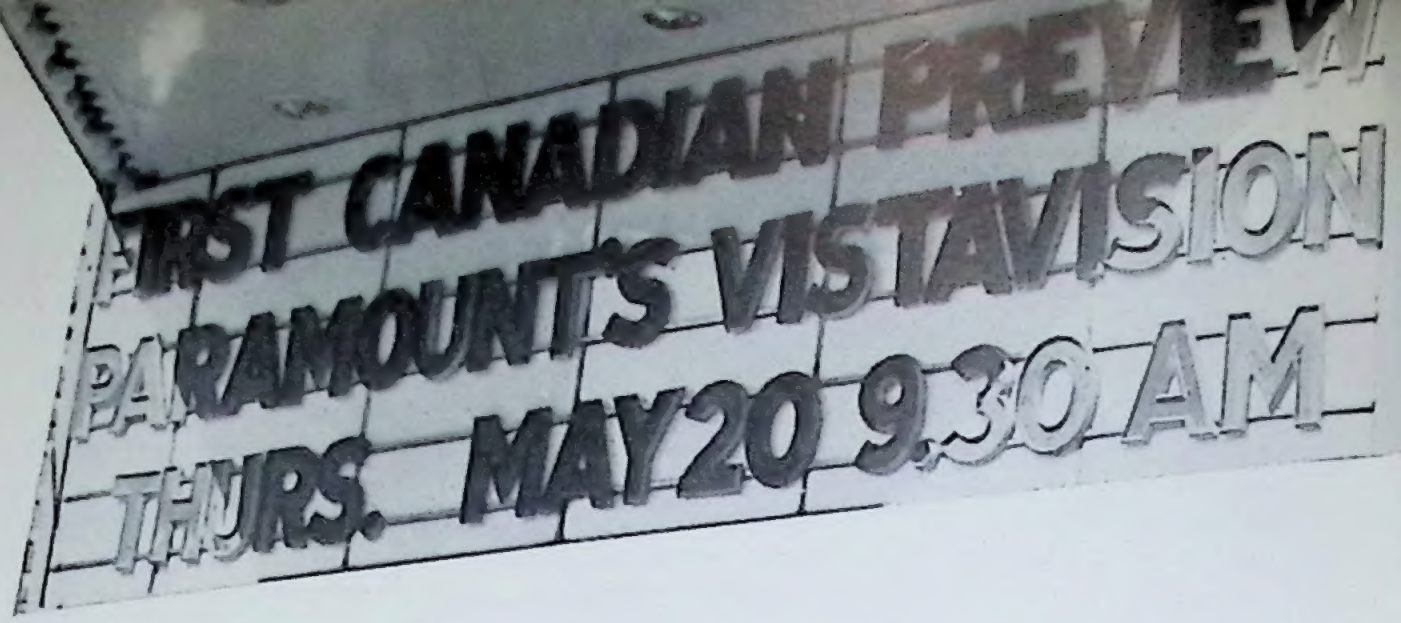
Ray Presents

(*Continued from Page 3*)

The Brothers Warner who have been pioneers in our industry for so many years are again blazing a path not only by the impressive array of their current and forthcoming productions but by the demonstration of confidence in the future of our industry which the special 21-minute presentation emphasizes.

Haskell Masters' decision to make this special short available for public showing across Canada will contribute immeasurably to the general public relations of our industry and remind movie-goers that motion pictures remain "the world's greatest entertainment."





Behind this now-historic marquee of the Imperial Theatre, Toronto, sat more than 1,000 members of the Canadian motion picture industry and of Press, Radio and TV — from Eastern Canada and the New York State border area. They came, they saw, they were conquered by the wonderful new wide-screen process —

VISTAVISION

Ken Johnson, The Telegram: 'The demonstration appeared to prove everything Paramount has said about VistaVision' . . . **H. C. D. Main,** exhibitor: 'It is a vital necessity for any theatre contemplating wide-screen presentation. I hope other producing companies will adopt this' . . . **J. D. McCulloch,** president, Motion Picture Theatres Association of Ontario: 'Excellent' . . . **Jack Karr,** The Star: 'It looks to me like the most satisfactory of the wide screens yet' . . . **Russ Simpson,** Ottawa Valley circuit: 'I think it's the answer—terrific!' . . . **Sam Fine,** B & F circuit: 'I think it's wonderful' . . . **Ken Leach,** Calgary: 'I was tremendously impressed' . . . **George Heiber,** UA: 'Wonderful, out of this world' . . . **Alex Barris,** The Globe and Mail: 'VistaVision is very impressive' . . . **Jack Labow,** RKO: 'I think it's terrific' . . . **Gerald Pratley,** CBC: 'Artistically pleasing and completely satisfying in its presentation' . . . **James R. Nairn,** Famous Players: 'I can't see how it can be improved upon' . . . **Walter Kennedy,** Empire-Universal: 'I think it's very fine' . . . **Jay Smith,** Alliance Films: 'I enjoyed it very much' . . . **Ted Hayes,** General Theatre Supply: 'Tremendous.'

And here's what Barney Balaban said:

'I like to think of VISTAVISION as being described by four single words: QUALITY—SIMPLICITY—FLEXIBILITY—and I am sure you are interested in no small way in the fourth word—ECONOMY.'